

Indiana Department of Environmental Management

Lori F. Kaplan, Commissioner

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(Text does not include verbatim comments)

Good morning! It is so good to see all of you here today.

Like many of you, when I'm invited to an event like this, the first thing I do is check my schedule to see if I'm available. As the event approaches, I then have to plan my day, deciding, for example, what time I have to leave home to get me there on time and preparing for the event. Like this speech: I've been given an allotted amount of time for my remarks, which theoretically should begin and end on time.

Everywhere we turn, at an event like this, behind our desks or at home, we deal with issues of time. As I prepared my remarks for this morning, I began to realize how time affects what we are discussing here today. The unending, nonstop ticking of the clock accompanies every decision we make. The clock reminds us we must work to find answers to problems before time slips away from us.

John Quincy Adams is remembered as a President but rarely as a poet. Taking note of time, he wrote:

"Alas! How swift the moments fly!
How flash the years along!
Scarce here, yet gone already by . . ."

I can relate to that verse, as in many ways it seems such a short time ago that I took on the duties of leading IDEM. Yet in that short time I have been rather busy. I have met and talked with many of you and I've traveled our state from the shores of Lake Michigan to the banks of the Ohio River, touring steel plants, hog farms, sewer treatment plants, hardwood furniture factories and child care facilities. Looking back, the urgency of newness has diminished but new time pressures have taken over. As we look at the environmental challenges we face, we begin to realize how valuable each second is.

And all of that brings us to the subject of today's conference and the week we recognize: Pollution Prevention Week.

The name "Pollution Prevention" congers up a number of old cliches`, such as, a "stitch in time" or an "ounce of prevention." It reminds me of the TV commercial from a few years ago where the mechanic says: "You can pay me now or you can pay me later." The concept is as simple as

can be and as old as civilization: It is easier, cheaper and smarter to **prevent** a problem than **clean it up later**.

It is a lesson we have learned the hard way and one in which our environment is paying the price. Yesterday's environmental practices are extracting their pound of environmental cure today. Examples are everywhere.

Look at the PCBs in not only Indiana rivers and lakes, but those everywhere in this country and this world. And look at the dump sites that are filled with PCBs. We didn't know the legacy that PCBs would leave us when it first became a part of American manufacturing.

When cities and businesses began discharging their waste into our rivers and streams they had no idea what the price tag for cleanup would be decades later.

As other business and industry began to collect in urban areas and continued to grow and multiply, we didn't know that ozone would be the price we pay. The internal combustion engine made us mobile and put wheels on capitalism. But today we pay a price for all of those vehicles in our towns and cities.

Time has taught us these hard lessons. We have learned that what we do today affects us tomorrow and far too often, we pay for it later. And it is the acknowledgment of these lessons that brings us together today. Time matters and it should make us realize that we must clean up yesterday's environmental practices, leaving as little environmental debt as possible to our children and to their children.

September 20th to the 26th is Pollution Prevention Week in Indiana. I would like to share with you Governor O'Bannon's proclamation establishing this as Pollution Prevention week:

"Whereas, Hoosier industries have ample opportunity to reduce both the use of harmful materials, including toxic industrial material, and the generation of environmental wastes and pollutants through positive change in production technologies, operation and products.

Whereas, such changes offer industry savings through reduced costs in the areas of production, regulatory compliance, liability and insurance, and contribute to technological innovation and industrial competitiveness; and

Whereas, prevention initiatives applied at the point of production provide the most reliable and effective form of environmental, public and occupational health protection; and

Whereas, businesses need information, technical assistance, governmental support, guidance and direction to overcome institutional and behavioral barriers that inhibit the adoption of pollution prevention practices; and

Whereas, Indiana supports the prevention of pollution by industries across our great state with the Governor's Awards for Excellence in Pollution Prevention, and encourages creative

approaches to pollution prevention through forums such as the Clean Manufacturing Technology Board and the Governor's Conference on the Environment."

There are a lot of ideas packed into this proclamation! But the governor's words can guide us here today. We can use many of his points to show us the way to a better, cleaner environment while we still have time.

First of all, we are inviting all of Indiana's businesses and industries to join us at the table. You need to be a partner and we want you as a partner! To those companies that say we cannot prosper **and** maintain a healthy environment at the same time, we're here today to challenge them to think again, to think differently, because the job we have before us is far too important. And we have no more time to delay.

To those companies that say we can't or we won't try to find a better, more efficient and greener way to do business, I say "take a look at the companies we are honoring today with a governor's award for excellence in pollution prevention, and the 26 companies that have been honored since 1994. They've done it and so can you."

To those who already have achieved pollution prevention successes, I challenge you to reach out to your sisters and brothers in your industry and other industries and say, "we did it and so can you."

And at IDEM, we are not passing the torch to you and then wiping our hands clean of the matter. We are joining you in the effort. We have adopted four new priorities, priorities that we believe will have a positive impact on Indiana's environment.

First, we are determined to "Build a Better IDEM." Most of what we will do as a part of this effort will include internal improvements and better management of resources. But one important facet of building a better IDEM is our challenge to ourselves to not only talk the talk but walk the walk. We are working hard to be a leader in Governor O'Bannon's "Greening of the Government." An important part of that effort will be source reduction in the office. And there is no better place to start than with the use of paper. Every day we at IDEM use e-mail more and more, which means less and less paper memos to pass around. We have put some regular internal communications that used to be in paper form into an electronic format. And we are going one step further, developing methods to measure our progress so we can challenge ourselves to do better each year.

The second of the four priorities is "Communicating Environmental Information." This effort not only fits neatly with the governor's proclamation but our pollution prevention efforts here today.

We cannot expect Hoosier businesses to embrace pollution prevention if they don't know about it. We cannot expect pollution prevention to be successful if businesses do not know where to begin. Therefore, the more we can do at IDEM to "tell the P2 story," the better it will be for all of us. The more information people have, the better their choices will be.

We will also improve communication of environmental information to the general public, who are your customers and clients. The more the public knows and understands the issues, the easier our jobs will be.

Reducing Exposure to Toxics is another priority. We are looking to put less toxic material into the environment. We have specifically targeted schools, childcare facilities and homes. We have already begun those efforts, especially in mercury and lead, and have seen some great successes. We have provided hundreds of free lead assessments in homes all across Indiana, alerting parents and grandparents to potential dangers their children may face from otherwise unseen lead poisoning in a home or the environment around the home.

We have begun a 5-Star recognition program for childcare facilities and are nearing a third round of announcements. We are helping parents to make an informed decision about environmental issues when they choose a place to leave their child when they are at work.

Indiana has been recognized as one of the leaders in the country in informing Hoosier families about the risks of eating fish they have caught themselves. Fish from Indiana rivers, streams and lakes have levels of mercury or PCBs that can be a threat to small children and pregnant women. Once again we provide information that allows Hoosiers to make informed decisions.

These programs acknowledge the first and most crucial steps in reducing toxics in the environment: public awareness and understanding. IDEM is also beginning to work with Hoosier schools and childcare facilities to introduce pest management programs that are better for the environment and less threatening to the kids.

We are beginning to develop an effort to work with other state agencies to identify areas with significantly high numbers of children with asthma problems. Working together, we can and will identify these areas and determine if environmental factors are causing the problem and, if so, develop appropriate solutions.

The second major thrust of this priority is to reduce toxic emissions, releases and discharges. We have targeted styrene, methylene chloride and mercury for special attention.

We are also targeting greater efforts in voluntary efforts to reduce toxics. So I challenge you here today to redouble your efforts to do what you can at your facility and also take the message to others.

If you haven't already, you can support pollution prevention in our state by accepting the governor's toxics reduction challenge. Governor O'Bannon issued the challenge in April 1998 at the Governor's Conference on the Environment. As of today, we have seventy-two industrial facilities, individuals and organizations that have pledged to support the state's goal to reduce toxic chemical releases to the air and water. Our goal is to cut in half the 1995 level for carcinogens and persistent, bioaccumulative and toxic chemicals in large urban areas. We plan to reduce toxic emissions sixty percent statewide by December 31, 2002, for these same chemicals. And we challenge Hoosiers to reduce all toxic chemicals reported in the toxics release inventory by fifty percent statewide by December 31, 2002.

Those who took the pledge also promised to work energetically to help the state reach this goal through efforts emphasizing pollution prevention within their organizations or in cooperation with other organizations.

To measure our state performance and progress toward meeting the governor's challenge, IDEM will use information provided to it by the participating entities about what they're doing to meet the challenge. The office of Pollution Prevention and Technical Assistance compiles this information and uses it to evaluate progress. For those participating in the challenge that also report to the U.S. EPA's toxic release inventory "TRI", we look to see if there are measurable reductions in emissions and wastes that they report. By accepting the governor's challenge, facilities are not required to show reductions in their reported TRI data. However, we view the reduction in reported toxics as the "ultimate" form of demonstrated support in reaching the state's goals.

And, at least preliminarily, we have good news to report. The 1997 TRI data indicates the state is moving closer to the goals of the governor's toxic reduction challenge. The volume of toxic chemicals released into the environment dropped 12 percent in 1997 from 1996 levels from 67 million pounds to 59 million pounds. That represents a 20 percent drop from 1995. Indiana achieved these reductions while production, as it is reported to the TRI, increased 11 percent. The U.S. EPA ranks Indiana 10th nationally for production related waste managed. But we need to do better to both decrease our ranking and reach, and to even go beyond, the goals of the governor's challenge. IDEM's emphasis on measuring our state performance through quantifiable data, such as the toxic release inventory, is strong.

Another tool we will have to determine if we are achieving these goals is the 1999 Pollution Prevention Annual Report. IDEM's Office of Pollution Prevention and Technical Assistance will publish this in December. It will contain a chapter summarizing 1997 toxic release inventory data and will also provide Hoosiers with information on how Indiana manufacturers have done relative to toxic chemical releases and waste generation since 1991.

We have a lot of work in front of us and, as John Wayne used to say in all those old cowboy movies: "We're wastin' daylight!" So to those of you who have accepted the challenge to improve Indiana's environmental quality, on behalf of Hoosiers everywhere, I say "thank you."

But we must understand we are at a pivotal moment in our state's history. As we enter the new millennium we must seize the opportunity to practice cleaner and more sustainable manufacturing and improve the quality of our state's environment. Pollution prevention is our gateway there. And we must all work together as partners in the effort. The state must lead the way by developing policies that support pollution prevention and by fostering improved education and outreach of environmental issues.

And most important, you are the key to success. You are Indiana's partners for pollution prevention. Day in and day out, you are on the front line and can spot the opportunities to reduce pollutants on the job. Today we acknowledge those of you here who have moved pollution prevention from opportunity to reality, from proposal to practice. Your work inspires us to keep coming back and fight the good fight.

I would also like to take a moment to acknowledge an industry that is working to make Indiana manufacturing cleaner and more efficient. The National Metal Finishing Strategic Goals Program is a voluntary program that encourages metal finishing companies to go above and beyond baseline regulatory requirements. Going beyond the requirements not only enhances environmental protection by substantially reducing pollution, but may also improve the operating practices of participating facilities.

The first of its kind, this progressive program stands as a model of environmental stewardship that may encourage other industries to pursue similarly lofty but achievable goals. While the Strategic Goals Program is a national program with several core elements, it is implemented by a diverse group of stakeholders at the state and local levels.

By providing tools and incentives to those who join the program, IDEM is working with the metal finishing industry to help it achieve the performance goals outlined in the program.

In addition to metal finishers, several municipally owned treatment plants have also committed to work with IDEM and other stakeholders to assist local metal finishers in meeting their improved performance targets. Using 1992 as a baseline for measurement, participating metal finishers are working to achieve the following goals by 2002:

First, improve their use of resources by:

- Utilizing 98 percent of metals purchased to manufacture products, which will be measured when a facility land disposes less than 2 percent of the purchased metals
- Reducing by 50 percent the amount of water purchased and used, adjusted for any changes in the facilities production level and
- Cutting by 25 percent facility-wide energy consumption

Second, to reduce hazardous emissions and resulting employee/community exposure to these emissions by:

- Reducing organic toxic release inventory chemicals by 90 percent
- Reducing by 50 percent the amount of metals releases to the air and water, and
- Cutting in half the amount of hazardous sludge generated and disposed via land applications.

Lastly, if the metal finishers can achieve these goals, they will improve their economic performance and reduce unnecessary compliance costs. As a result of undertaking the above listed activities, facilities should save money by reducing the amount of materials, water and energy that they must purchase. And by reducing the amount of hazardous materials generated and disposed, their environmental compliance requirements will be lessened.

At this time, it is my pleasure to acknowledge the participants of the Strategic Goals Program. If any of the program participants are present today, please stand when I announce your facility's name. You are taking responsibility for the environment so you should also take a bow for your commitment.

Metal finishers:

Baycote Metal Finishing in Mishawaka
Commercial Plating Inc. in Indianapolis
Electrochemical Coatings Inc. in Lebanon
Franke Plating Works Inc. in Fort Wayne
H.H. Sumco Inc. in Indianapolis
Imagineering Enterprises Inc., in South Bend
McDowell Enterprises Inc. in Elkhart
Metal Plate Polishing Inc. in Fort Wayne
Seleco Inc. in Indianapolis
Triplex Plating Inc. in Michigan City

Publicly owned treatment works:

City of Goshen Wastewater Treatment Plant
Bureau of Water Quality - Muncie Sanitary District
City of Elkhart
Sanitary District of Michigan City
City of Indianapolis

I would personally like to thank each of you for volunteering to take on the challenge to achieve the impressive goals of the Strategic Goals Program. Next year I will hopefully see some of you receiving a Governor's Award for Excellence in Pollution Prevention. Please join me in a round of applause to acknowledge the outstanding effort demonstrated by these facilities.

Finally, the fourth priority that IDEM has placed at the top of its agenda for the next year and a half is what will make all of this work . . . **Partnering for Livable Environments**. Partnering is the glue that binds all of us into one concerted effort to clean up yesterday's practices, while we work together as partners to prevent pollution for tomorrow's livable environments.

Without a cooperative effort we will fail. But arm-in-arm we can succeed. It will not always be easy and we won't always agree on every detail but we can -- **we must** - work together to move forward together.

Our focus in Partnering for Livable Environments is to work with communities. We hope to begin by improving accessibility and community empowerment. We hope to work with communities to find the resources they need - technical assistance, money, education - to solve their problems. But their problems are really our problems, because of our partnership. It's one for all and all for one.

We also plan to establish a framework for helping communities do environmental planning. Why is community planning important to you here today? Because I hope all of you see yourselves as members of your local community, which carries with it a responsibility to be a part of what goes on in the day-to-day life of your hometown, not just as concerned citizens but as concerned businesses, too. We will succeed with you and fail without you.

Sometimes, I shudder when I think of the work we at IDEM have cut out for ourselves with these four priorities. We have set a sizeable task for ourselves but we won't accomplish anything of significance if we don't try. And we have to start today. We can't wait any longer. We don't have the time.

And now, neither do I. I am pleased to have had this opportunity to share with you some of the ideas we at IDEM have about where we are headed and how we plan to get there. I invite you to join us, as a partner. By coming today, by accepting the Governor's challenge and by going the extra mile in pollution prevention, you have shown your commitment. But let's plant today's commitment as seeds for tomorrow's successes.

We must keep moving forward, because time won't let us do otherwise.

Thank you and now I'll be glad to answer questions anyone may have.